

entrepreneur Greg Norman.

The highly regarded Australian has agreed to serve on the institute's board of trustees and head its newly created advisory council. Formerly The Golf Course Superintendents Association of America



Greg Norman

(GCSAA) Foundation, the institute was borne out of a year and a half study that analyzed the needs of golf and the strategic focus of GCSAA's philanthropic arm. Through interviews, respondents indicated that GCSAA's development efforts should be directed to the subject of the environment and that the entity assigned that task should be easily identifiable with that cause. The name change became effective Feb. 1.

Given Norman's philosophies and previous commitment to environmental preservation in the areas of development, turfgrass and golf course design, he is a logical leader for the new advisory council and also as an additional member of the institute's board of trustees.

"There may be no issue more important to golf than its relationship with the environment," Norman said. "Research, education and technological advancements have resulted in positive results for golf's association with the environment, but we cannot rest on what has been accomplished. New challenges face the industry, and I am excited to be involved with The Environmental Institute for Golf because it has the opportunity to have a profound positive influence on the game and business of golf. I was flattered and humbled to be approached by The Foundation and I am committed to doing all that I can to make the institute even more successful."

As part of his commitment to the institute, Norman has agreed to a generous pledge to the institute. Norman's gift is the single largest donation ever made to the organization. In leading the advisory council, Norman will assist the board of trustees with fund-raising efforts and provide input regarding the strategic direction of the institute. The board of trustees will continue to be responsible for all decisions relevant to the institute.

"Greg Norman is more than just an hon-

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orary figure,” says GCSAA CEO Steve Mona, CAE. “He wants to be involved and he is in a position to articulate the mission and goals of the institute to a wider audience than anyone. He has a tremendous passion for the institute and what it represents.”

According to Joe Black, chairman of the institute’s board of trustees, the advisory council will enhance the institute’s ability to communicate environmental issues to a wider audience, making it more recognizable in the world of golf, not just the golf course management community.

“This is a natural fit for Greg given his passion for the environment and the fact that he has several companies within his organization that are involved in the golf course management profession with concerns for positive environmental practices,” Black said.

Norman has not only proven to be one of the game’s top players, but also one its most successful businessmen. As chairman and CEO of Great White Shark Enterprises, he has established thriving businesses in golf course design, development, turf, apparel and other areas. Through his work with his turfgrass company, Norman has become intimate with the growing and conditioning of turf. In terms of his work with the environment, his company Medalist Developments works through a unique program of five environmental strategies in creating each community - a practice that fosters collaborative relationships with key stakeholders.

The institute’s emphasis on environmental stewardship will not be limited to its own initiatives; rather a philosophy of collaboration will serve as a guide to its activities. Partnerships will be sought with other organizations, including the USGA Green Section, U.S. Environmental Protection Agency, Audubon International, the Center for Resource Management and others.

Superintendents’ and Owners’ Shows to Merge

The Golf Course Superintendents Association of America (GCSAA) and the National Golf Course Owners Association (NGCOA) have agreed in principle to conduct a new golf facility management trade show in 2005.

The Golf Industry Show, which will combine the two organization’s existing trade shows, will represent the full spectrum of golf facility management and golf business. The inaugural event will be conducted Feb. 11-13, 2005 in Orlando. Both organizations will continue to host their respective educational conferences, which will run concurrently with the trade show.

“This move is about creating more value for our members and industry partners,” said GCSAA CEO Steve Mona. “There are many shared interests between GCSAA and NGCOA, not only on the organizational level, but for our respective members as well.”

The objective of The Golf Industry Show is to present an industry trade show that represents significant aspects of a golf operation - from ownership, feasibility and design to construction and operation. By joining together, the NGCOA and GCSAA bring together two key components - ownership and golf course management - offering an enhanced trade show experience to both.

“We are responding to the needs of our

membership and other supporters,” said Mike Hughes, executive director, NGCOA. “By launching this new show which will incorporate our existing shows, we are able to offer cost-effective solutions to members and exhibitors that attend both events.”

Architect Pete Dye Accepts Old Tom Morris Award With a Challenge

The Old Tom Morris Award, is presented each year to an individual who “through a continuing lifetime commitment to the game of golf has helped to mold the welfare of the game in a manner and style exemplified by Old Tom Morris.”

Dye, a member and past president of the American Society of Golf Course Architects, has designed some of the country’s truly unique and challenging golf courses. Influenced by classical Scottish course design, he has created courses that combine those teachings with modern design.



Pete Dye

Dye has to his credit course layouts such as The Tournament Players Club at Sawgrass, Ponte Vedra Beach, Fla.; Crooked Stick Golf Club, Carmel, Ind.; The Ocean Course, Kiawah, S.C.; The Honors Golf Club, Chattanooga, Tenn.; Brickyard Crossing, Indianapolis, Ind.; and Old Marsh, North Palm Beach, Fla. These and others have

set him apart from his peers as an innovator in golf course architecture. Known for island greens, tiny pot bunkers and the use of railroad ties in bulkhead construction, Dye’s golf course designs provide some of the most enjoyable challenges in golf.

While Dye accepted the award with honor and grace he threw down the gauntlet and challenged the audience to join architects and the USGA in putting limits on golf equipment technology which is threatening the design integrity of the world’s historic golf courses.

Election of New Officers

Jon D. Maddern, CGCS at Elk Ridge GC in Gaylord, Mich. was elected president and succeeds Mike Wallace, CGCS who will become the immediate past president for one more year on the board. Maddern becomes the seventh GCSAA president to come from Michigan.



Jon Maddern, CGCS

Mark Woodard, CGCS, parks & recreation director for Mesa, Ariz. is our new vice president and Timothy O’Neill, CGCS, from the Country Club of Darien (Conn.) is secretary.

Elected to two-year terms as directors were CGCS’s: Robert Maibusch (Illinois); Ricky Heine (Texas); and Mark Kuhns (New Jersey). Incumbent directors David Downing (N. Carolina) and Sean Hoolehan (Oregon) will continue in the second year of their terms.

2003 Plants of the Year Part 2

In an ongoing effort to promote the production, sale and use of superior Florida-grown plants, the Florida Nurserymen & Growers Association announces the 2003 selections of the Florida Plants of the Year. This program was launched to promote under-utilized, but proven Florida plant material. These proven ornamentals are selected on an annual basis by a group of growers, horticulturists, retailers, landscape professionals and University of Florida faculty.

For a plant to be considered a Plant of the Year, set criteria must be met, including good pest resistance, require reasonable care and be fairly easy to propagate and grow. An award-winning plants must also exhibit some superior quality, improved performance or unique characteristic that sets it apart from others in its class. Here are two more 2003 selections for your consideration:

Common Name: Sandpaper vine or Purple wreath vine

Botanical Name: *Petrea volubilis*

Hardiness: Zones 9-11

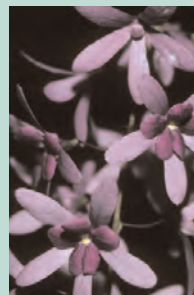
Mature Height and

Spread: 35’, but may be maintained at 10-15’ tall and wide

Classification: Tropical vine

Landscape Use: Flowering vine for fence, trellis, arbor or pergola

Characteristics: This fast-growing evergreen vine has large, coarsely textured leaves. Long arching sprays of amethyst-colored flowers bloom in late winter



Sandpaper Vine

through the summer. The Central American native is a woody-stemmed climber that twines around any available support. Thriving in full sun, this tropical vine tolerates drought once established. The inflorescence is reminiscent of wisteria.

Common Name: Little Gem Magnolia

Botanical Name: *Magnolia grandiflora* Little Gem

Hardiness: Zones 7-9

Mature Height and

Spread: 30-40’ Tall x 10-15’ Wide

Classification: Evergreen tree

Landscape Use: Compact Specimen Tree

Characteristics: This moderate grower has compact, upright branches in a narrow form. The dark green leaves with rusty-bronze coloring on the undersides are smaller that those of a standard Magnolia. Smaller fragrant white blossoms



Little Gem Magnolia

6-18” across appear in spring and then emerge sporadically through late summer.

Photos by Stephen Pategas-Hortus Oasis

CARTS

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The FGCSA Goes to Tallahassee

By Joel Jackson

If we have learned one thing from all the Tom Morgan seminars on communications and the media, it is that the politicians will usually be forced into taking action once the media starts headlining the claims of activists. Dr. Morgan's take-home message is that we need to be proactive on all levels and with all audiences.

With the help of Dr. Morgan, the

world information resource when environmental issues come across their desks. We also decided to make the recent trends in IFAS budget cuts as our main topic of concern.

Mike Goldie has established a good working relationship with the state legislators, and that is evidenced by the personal comments about him from the legislators. We had appointments with representatives and senators who were on the appropriations, agriculture and natural resource committees and we

ments that will force state money to be spent on voter-mandated projects.

The members of the 2003 Legislative Delegation were FGCSA President David Court, CGCS; Vice President Greg Pheneger; Director Darren Davis, Everglades GCSA and myself. We were joined by Coastal Plains Chapter President Jeff Heggen and Director Doug Abbuhl, who live in Tallahassee. We all agreed that the trip had been worthwhile and should be a regular undertaking. We also got a first-hand look at how valuable it is to have a good lobbyist. Mike did a good job. Our only regret is that we have underutilized him in the past.

We also got a lead on another way we can educate legislators from House Ag Committee Chairman Rep. Joe Spratt (R-Sebring). He mentioned that he would organize Legislator Ag Tours similar to the regulator tours to show freshmen legislators what Florida agriculture really looked like and how impor-



FGCSA Delegation: (Left to right) Front row: David Court, CGCS, Greg Pheneger and Doug Abbuhl. Back Row: Mike Goldie, Jeff Heggen and Darren Davis.

Everglades Chapter is currently working on a communications plan that hopefully will be a model for others to follow. The plan will create messages and opportunities targeted to reach superintendents, golfers, the general public, the media, regulators and politicians.

Background

Last year we participated in the Regulator Ag Tour coordinated by the Florida Fruit and Vegetable Association with a golf course stop at the Old Colliers GC hosted by Tim Hiers, CGCS. Thirty to thirty-five regulatory officials from the United States Environmental Protection Agency in Washington and Region 4 in Atlanta and officials from Florida Department of Environmental Protection and Department of Agriculture and Consumer Affairs were on the tour and got an earful from Tim on how golf courses really work. We are going to be the first stop on the tour this year on March 31, and we plan to participate every year from now on.

Well, it didn't take too much thinking that if we are reaching out to the regulators we also need to educate our politicians about our industry. We began thinking about creating a delegation of FGCSA officers to work with Mike Goldie, our lobbyist in Tallahassee, to set up some appointments with legislators. Our mission was primarily one of introduction to let them know we are out there as a real-

wrapped up the two-day visits with a meeting with Charles Bronson, Commissioner of Agriculture and Consumer Affairs.

We left a folder with each legislator that contained

- an executive summary of the Florida Golf Economic Impact Study;
- 2000 US Geological Survey Report showing golf only uses 3.2% of the water statewide
- a series of GCSAA Green Tips fact sheets on golf courses and the environment, pesticides and water conservation
- a fact sheet on the benefits of turfgrass;
- two articles on golf course management and studies showing the use of pesticides and fertilizers are not harmful when used as directed.

Each meeting was slightly different and each member of the delegation shared something that showed how golf courses and our organization are dedicated to being good stewards of the environment. The questions and comments indicated that we definitely made a good impression with them.

With regard to the IFAS budget cuts, several of the legislators come from Ag backgrounds and they know how important IFAS is as a research and development resource for the ag industry in Florida, but they were candid about how difficult reversing the cuts will be in the face of all the constitutional amend-

tant it was to the economy of Florida. We will be working to get a golf course stop on the next tour that the legislators take.

We got to meet some of the other lobbyists at lunch on both days, and we got a crash course in Tallahassee politics. It was a very educational trip for us and will help us to plan our future visits. Mike had this message for anyone interested in reaching out to local politicians. He said, "The most effective way to get to know a legislator is to invite them to a local chapter meeting when they are out of session. They have a vested interest because you are the folks that vote for them and maybe donate to their campaigns. You can invite them to give a legislative update and over lunch you can talk to them about current issues. It's a good idea to make sure it's a well attended event so you have a good audience."

We have taken the first steps in making sure we reach out to our lawmakers with concerns and facts about the issues. Take time to do the same at the local chapter level.

Editor's Note: Just before deadline the latest word from Tallahassee and IFAS is that in response to concerns from Ag leaders, the legislature is pledging to hold to last year's budget totals and not make additional cuts as anticipated.

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Developing Golf Courses In Harmony With Nature

Editor's Note: Not all developers deserve a bad rap when it comes to environmental impact. Bonita Bay is among those companies who take their stewardship of the land and its resources very seriously.

The Bonita Bay Group, a Southwest Florida developer known as a national leader for

and enhance the environment in which we all live and work could be a page out of The Bonita Bay Group's business plan," said Dennis Gilkey, president/CEO of The Bonita Bay Group. "Since the planning of our flagship community, Bonita Bay, in the early 80s, it has been our steadfast mission to achieve the highest standards in terms of land plan-



The Brooks' restoration project returned a watershed flow-way to its natural state and rejoined 91 acres of wetlands, creating a nesting and roosting area for native birds.



Bonita Bay's Club at Mediterra won the National Private Club Environmental Leader's in Golf Award for 2002.



The Tom Fazio-designed Sabal golf course is located at Bonita Bay East on a site that includes 895 acres of cypress wetlands, 190 acres of pine flatlands, lakes and hundreds of Florida's state tree, the sabal palm.

environmentally responsible development, holds the distinction of having created more Audubon International Signature Sanctuary golf courses than any other company in the world.

"Audubon International's work to protect

ning and environmental preservation."

"The Bonita Bay Group has set a new standard," said Ron Dodson, president/CEO of Audubon International. "Their commitment to environmental excellence in the planning, construction

and management of golf courses is certainly unique and provides significant benefits in terms of wildlife conservation, habitat enhancement, water conservation and water quality monitoring."

The company's long-term relationship with Audubon International has resulted in an impressive list of certifications:

The Club at Mediterra, with two Tom Fazio-designed courses, is the world's first private, 36-hole Audubon Silver Signature Sanctuary. The club's superintendent earned the highest award in the private club category of the 2002 Environmental Leaders in Golf Award, presented by the Golf Course Superintendents Association of America and *Golf Digest* magazine to the superintendent of a property that represents the highest level of commitment to environmental stewardship. Golf course superintendent Scott Whorral accepted the award at the GCSAA Conference and Show in Atlanta in February.

The Estates at TwinEagles, with a Jack Nicklaus- and Jack Nicklaus II- co-designed course, became the 11th certified Signature Sanctuary in the state of Florida; the Nicklaus team has been chosen to design the community's second course, which will also be developed as a Signature Sanctuary.

Bonita Bay, the company's flagship community with three Cooperative Sanctuaries designed by Arthur Hills on the site, was an early Audubon International participant; Bonita Bay received the development industry's highest international honor when it was named the Outstanding Large-Scale Community of the Year by the Urban Land Institute.

Bonita Bay's two off-site courses designed by Tom Fazio became the world's first private 36-hole Audubon Signature Sanctuary. The club's director of golf course operations earned the GCSAA's 1999 National Environmental Steward Award in the private-facility category.

The Brooks, a master-planned community, has been certified as a Cooperative Sanctuary through Audubon International's Business and Corporate Properties program.

"The Bonita Bay Group's commitment to the environment is evident from the moment they move earth, and from the moment they choose not to move earth," said Michael Stachura, *Golf Digest's* associate editor who presented Bonita Bay with the 1999 Environmental Leader in Golf Award. "They walk the line between development and a commitment to environmental stewardship better than any enterprise or business I know about."

According to Fazio, designer of golf courses at Bonita Bay Club East and Mediterra, "The Bonita Bay Group, from day one, set out to establish new standards for environmental responsibility. The design process at Bonita Bay Group courses evolves from an extensive review of the natural systems present on site. Once we understand the existing conditions, we set out to restore, enhance and protect wetlands, vegetation and habitat. Mediterra and Bonita Bay Club East represent the best in responsible development, utilizing a scientific approach to create a much improved environment."



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“The Bonita Bay Group is an example, for those on either side of the development debate, of how the middle ground really can be achieved,” Stachura added. “In an area where golf does not always get a glowing report card, The Bonita Bay Group shows not only the golf community, but also the global community, how to take care of the earth.”

The Bonita Bay Group’s approach to development and its participation in the Audubon Cooperative Sanctuary Programs yields benefits beyond the obvious, according to Gilkey.

“Developing in harmony with nature often includes restoring ecosystems to their historic integrity,” Gilkey said. “Every property and golf course within our family of master-planned communities has been through aggressive programs, such as removal of exotic vegetation and replacement with native materials, restoration of wetlands and recreation of wildlife habitat. While this is not the most cost-effective method of development, the returns more than compensate for that front-end investment, both in the sustainability of the land and the appeal this environmental work has to prospective buyers. So it’s a sound way of doing business and a win-win situation.

“We believe sustainability and respect for nature is everyone’s responsibility,” Gilkey continued. “Participation in Audubon International programs that reach from major development projects to backyard efforts is one of the best ways we know to help businesses and individuals assure that what we enjoy today will be enjoyed by future generations.”

The Bonita Bay Group is a diversified company involved in the planning, development, sales and management of master-planned communities throughout Southwest Florida. The company employs more than 1,300 individuals and is developing six master-planned communities - Bonita Bay, The Brooks, Shadow Wood Preserve, Mediterra, The Estates at TwinEagles, and Verandah - along with 12 golf courses and two marinas.

The Bonita Bay Group team shares a dedication to exceptional customer service as defined in its E5 program: Ethics, Execution, Environmental Sensitivity, Excellence, Every Day.

Additional information about the company is available at www.BonitaBayGroup.com.

-Amy Gravina

Stewardship Notes

Operative Word in ACSP is ‘Cooperate’

By Shelly Foy

Thankfully, winter is almost over and the sun is shining again in Florida! We certainly did not have our usual bragging weather this year. That

Jeep Wrangler that I bought (and swore would never have the top on unless it was pouring rain) sadly has not been topless nearly enough because of the cold.

When you are riding in a Jeep with the top down, you tend to go slower so that you can take



everything in. You drive the back roads, the scenic routes, and you just think about things. At least I do, anyway. So on one of my recent gallivants around town I started thinking about the Audubon Cooperative Sanctuary Program and particularly the word *cooperative*. That one word emphasizes the

kind of relationship Audubon International wants with its members, but also stresses the value of reaching out as part of participating in the program.

The truly successful golf courses in the ACSP are those that do involve everyone, and, when you think about it, it makes perfect sense. If I am a golfer and I have a question, I am going to ask the golf pro. If I am working on the ACSP and need money, I am going to involve my general manager, green committee, beautification committee, etc.... because if they are supportive, they are going to make sure that I have the money I need. If I want to make a few changes on the golf course (like naturalizing areas), I am going to make sure that the golfers

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are aware of the benefits beforehand so that they will embrace these projects. When I have questions, I want to surround myself with experts (Audubon staff and resource advisory group members) so that I can become more knowledgeable. If I want to show my neighbors that golf courses are beneficial to the community and the environment, I am going to invite some of them to be on my resource advisory group, or at the very least I am going to make sure I communicate our efforts to them.

Curious as to what others thought about the topic of cooperative efforts, I sent a few e-mails and wanted to share some responses.

Dr. H. Bernton, chairman, Audubon Committee and member, Windstar Country Club:

The Green Committee is keenly aware of our interest in mitigation efforts to enhance habitat and are supportive of suggestions for plantings that provide food and cover for birds and other small animals. I think it is important to have members of the club involved with Audubon activities, as it is an avenue for them to become stakeholders in the club, its golf course and our community.

Fred Yarrington, Audubon Committee and member, Hole-in-the-Wall Golf Club:

To achieve a fully integrated Audubon Cooperative Sanctuary Program, it is important to have everyone in the club involved. This is the

only way for everyone to understand the purpose of the program, accomplishments, and future plans.

I have been involved in the ACSP for more than ten years, serving first as the chairman of our program, but more recently as a facilitator and supporter for the superintendent, who is the focus of our ACSP activities. I believe the golf professional and his staff also play a key role in the program, since members as a matter of convenience are most apt to seek information from them.

The pace of ACSP activities changes periodically and it has been interesting to see how support, appreciation and interest have evolved over time. We went through an active but not significant startup period, and then hit a flat spot when other golf-course priorities were deemed more important, and now have a program in place to steadily conserve water, minimize chemical applications and improve the wildlife habitat on our property. Without changing playing characteristics of the golf course, we have made a major improvement in the general appearance of our entire property by participating in the principles of the ACSP.

Alex Raimondi, CCM, general manager/COO, Wilderness Country Club:

I see the general manager's role as providing overall leadership for the ACSP and maintaining the club's long-term vision. The

GM's involvement in the program is to provide support, assist in the education of members, and retain their enthusiasm. The GM has very high visibility and direct contact with the entire membership, allowing the opportunity to provide pertinent information to members on a one-on-one basis. The board of directors and club committees rely on the GM to provide appropriate financial leadership. This allows for proper funding of current and future ACSP budgets. The entire Wilderness ACSP is a complete team effort of staff and members. This teamwork builds and maintains excitement.

Susie Stiegmann, general manager, Shadow Wood Country Club:

I have the ability to provide support for projects the superintendent feels will enhance the ACSP. From a corporate perspective I am able to gather the financial support, and from a club standpoint, I can involve our members. Involvement brings knowledge, and the more a club is involved, the greater our ability to educate not only our members, but our critics as well.

Jan Weinbrecht, senior biological scientist, University of Florida, Environmental Horticulture:

One of the most rewarding elements in my career as a turfgrass research biologist has been the opportunity to interact with turfgrass professionals. I've learned a great deal of their challenges and accomplishments, and benefited

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tremendously from their knowledge. Yet, one of the more significant moments stemmed from a chance meeting back in 1996 with Bill Iwinski - director of golf at Ironwood Municipal Golf Course in Gainesville. Bill touched on his desire to enroll Ironwood in the ACSP and that led to the formation of Ironwood's resource advisory committee, and ultimately Florida's first fully certified municipal golf course in July of 2000. As it turned out, Ironwood's Audubon Sanctuary Certification became an integral component in Alachua County's land conservation and acquisition program, as well as the City of Gainesville's Greenway Project.

Throughout the planning and implementation, we learned a great deal about watersheds and groundwater issues, wildlife habitats, plant communities and ecosystems. We came to know and befriend many individuals and groups who not only applauded the program, but also assisted in many of its accomplishments.

There were also those who challenged our goals and doubted our efforts, and to this day they persist. But, hey, that's all part of it. I've always viewed the sanctuary program as a very respectable and well regarded platform for those individuals who wanted to demonstrate their desire for environmental stewardship and sustainability. It may not be a part of every course in Florida, but every course who is a part of the Program shares the same sense of pride and sat-

isfaction that we do at Ironwood.

Bill Iwinski, PGA/golf course manager, Ironwood Golf Course, Gainesville:

When we first joined the ACSP, there were several discussions between the superintendent and myself. We were pretty good with the lip service. However, full certification seemed like something only the elite courses achieved. We did not have a budget, we did not have a committee, and we certainly did not have the time.

Then God sent an angel in the form of Jan Weinbrecht, a turfgrass biologist from the University of Florida. Jan breathed new life and enthusiasm into our Audubon program at Ironwood. He had the expertise, and quickly divided the areas of responsibilities up to manageable tasks. We also set some deadlines. With these thresholds in place, we all had to be accountable for our respective areas.

I was responsible for outreach and education, but it did my heart good to see Jan canoeing in the lakes to get samples for the water quality. Jan was an excellent example and he worked harder than anyone. If the temptation to vacillate popped in your head, there was the vision of Jan carrying a canoe or bringing out a group of graduate students. This was work; however, Jan always had a smile, a kind word, and a most positive attitude.

If you want to be certified in the ACSP, you need a Jan Weinbrecht.

Audubon Cooperative Sanctuary Program

New Members

Cypress Woods G&CC, Naples
 Fiddlesticks CC, Ft. Myers
 Forest CC, Ft. Myers
 Frenchman's Reserve, Palm Beach Gardens
 Gator Creek GC, Sarasota
 Hammock Dunes - Creek Course, Palm Coast
 Heritage Palms G&CC, Ft. Myers
 Hollybrook G&TC, Pembroke Pines
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 IGM Highland Woods G&CC, Bonita Springs
 Kelly Plantation, GC, Destin
 La Playa GC, Naples
 LPGA International GC, Daytona Beach
 Miles Grant CC, Stuart
 Misty Creek CC, Sarasota
 Orlando Outdoor Resort, Clermont
 Pine Tree GC, Boynton Beach
 St. Johns G&CC, St. Augustine
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